

**CITY OF ASHEVILLE, NORTH CAROLINA  
CLASS SPECIFICATION**

**WELLNESS COORDINATOR  
PARKS, RECREATION & CULTURAL ARTS DEPARTMENT**

**GENERAL STATEMENT OF DUTIES**

Performs administrative work in developing, implementing and coordinating City's wellness and fitness program by providing a variety of active and educational programs which direct employees towards a healthier lifestyle. Employee reports to the Athletic Program Supervisor and/or the Superintendent of Recreation.

**DISTINGUISHING FEATURES OF THE CLASS**

An employee in this class performs administrative work in developing, implementing and coordinating innovative wellness and fitness programs for City employees, working within the confines of an established budget. Work involves communicating, marketing and promoting wellness and fitness programs to City employees. Employee act as an instructor in some instances. Employee coordinates program activities with outside agencies and vendors, identifies and maintains resources, establishes service provider networks, and/or provides direct services, if indicated. Employee coordinates the evaluation of the Wellness Program performance against defined measures and objectives for both designated programs/events, and for the overall program. Employee may perform various technical tasks related to assigned program area, such as conducting statistical surveys and developing specific health education plans. Coordinates with other City departments to ensure coordination of and support for programs, achieving respective goals and objectives. Work is performed in accordance with established policies and regulations under general supervision of a Program Supervisor or Superintendent, and is evaluated through conferences in terms of the effectiveness and efficiency of programs and activities.

**ILLUSTRATIVE EXAMPLES OF WORK**

**ESSENTIAL JOB FUNCTIONS**

Administers, develops, organizes wellness and fitness programs that are not only effective, but also appealing.

Communicates and promotes wellness and fitness programs in such a manner that program goals and objectives are achieved.

Measures and evaluates each program to determine success and needs for improvement.

Measures and evaluates the needs and concerns of the employee population.

Monitors wellness and fitness conditions and improvements of employees by conducting screenings and assessments; submits recommendations; refers employees to Health Services or other agencies, if necessary;

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Works with Human Resources Director, Compensation and Benefits Manager, and Health Services Manager to ensure programs coincide with benefit and health services programs.

Works with Risk Management Division of the Finance Department to ensure that program events and activities are approved in terms of insurance and liability for the City

Leads and/or instructs such education and active programs as toning classes, Lunch and Learns, fitness assessments, health screenings, etc.

Leads the activities and bi-monthly meetings of the City's Wellness Advisory Board.

Acts as a liaison to the Mayor's Fitness Initiative via the Parks and Recreation Advisory Board; works with members of the general public on activities related to this Initiative.

Distributes Daily Health Tip via e-mail to all City employees.

Develops and distributes monthly a fitness newsletter to all City employees.

Collects registrations forms and fees for program events and activities.

Responds to questions for employees regarding program events and activities, as well as general wellness and fitness concerns and questions.

Ensures that programs operate in accordance with established rules and regulations.

Enforces policies and maintains order for program efficiency.

Maintains up-to-date knowledge of wellness- and fitness-related topics, trends and developments by attending workshops, seminars, and by utilizing various resource materials.

Establishes and maintains a variety of reports, files and records and prepares periodic and special reports from those data.

Ensures the cleanliness and safety of buildings and facilities utilized for wellness and fitness activities.

### **ADDITIONAL JOB FUNCTIONS**

Performs related work as required.

May be required to assist Parks & Recreation Department with athletic functions.

May be required to work weekends and work-week hours outside of 8:30 a.m. – 5:00 p.m.

### **KNOWLEDGE, SKILLS AND ABILITIES**

Considerable knowledge of the principles, methods and materials used in worksite wellness and fitness education and programs, including a thorough understanding of activities which make up such programs.

Considerable knowledge of how wellness and fitness integrates with medical managed care and disease/health management, as well as other related benefits program areas.

Considerable knowledge of the equipment utilized for wellness and fitness activities including, but not limited to, exercise equipment and diagnostic instruments utilized to assess fitness and wellness.

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General knowledge of nutrition as it relates to making recommendations to employees for their wellness and fitness.

General knowledge of the principles and practices of wellness and fitness facilities.

General knowledge of the philosophy and objectives of public recreation.

General knowledge of the principles of supervision, organization, and administration.

Ability to analyze situations particular employee circumstances and conditions in order to make the appropriate referrals, if necessary.

Ability to plan, direct, and coordinate the work of volunteers and activities of program participants.

Ability to develop and administer a wellness and fitness program suited to the needs of a diverse employee population and the general public.

Ability to express ideas effectively orally and in writing.

Ability to use common office machines, including computer-driven word processing, spreadsheet, graphics and file maintenance programs.

Ability to lead and instructor a variety of groups of individuals.

Ability to compose correspondence and to prepare reports and publicity documents.

Ability to establish and maintain cooperative work relationships.

### **MINIMUM EXPERIENCE AND TRAINING**

Bachelor's degree in exercise and sports science with an emphasis in fitness and wellness, physical education, sports management/medicine health education, recreation administration or a related field, and 2 to 4 years of related experience; and/or any equivalent combination of training and experience required to perform the essential position functions.

### **SPECIAL REQUIREMENTS**

Possession of Health Fitness Instructor Certification from the American College of Sports Medicine, Aerobics Instructor Certification from the Aerobics & Fitness Association of America, Group Exercise Instructor Certification from the American College of Sports Medicine, American Council on Exercise, or Aerobic and Fitness Association of America, and a valid driver's license issued by the State of North Carolina.

### **COMPETENCIES**

**Technical Competency:** Ability to use the tools and concepts of the specialty area in which the employee works. Includes using appropriate processes, procedures, resources, and work or professional standards.

**Interpersonal Competency:** Ability to work with people, develop and maintain work relationships, communicate, manage conflict, and perform as an effective team member.

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**Intellectual Competency:** Ability to think, learn and process information. Ability to solve problems and gather necessary information. Includes having math and reading skills appropriate to job level.

**Customer Service:** Ability to identify customers, determine the valid needs of a situation, and provide service or service recovery in a manner that satisfies the customer.

**Organizational and Community Sensitivity:** Ability to take the larger perspective into account, recognize organizational and community priorities and balance actions appropriately.

**Physical Skills:** Ability to perform required jobs with adequate strength, dexterity, coordination and visual acuity (with reasonable accommodation[s]if needed) and in a manner that does not pose a direct threat to the health or safety of the employee or others in the workplace.

June, 2004  
Salary Grade 15  
Non-Exempt